

## Message Text

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PAGE 01 MANILA 04070 141058Z  
ACTION XMB-04

INFO OCT-01 EA-12 ISO-00 EB-08 COME-00 OPIC-06 TRSE-00  
AGRE-00 /031 W

-----099350 141826Z /46

R 140840Z MAR 78  
FM AMEMBASSY MANILA  
TO SECSTATE WASHDC 2889

UNCLAS MANILA 4070

PASS EXIM

E.O. 11652: N/A  
TAGS: EFIN, RP  
SUBJECT: FOOD COMPANIES - PHILIPPINES

REF: STATE 054775

THE FOLLOWING PHILIPPINE FOOD PROCESSING FIRMS HAVE EXPRESSED  
INTEREST IN THE JOINT VENTURE OPERATION STATED IN REFTEL.

1. MR. LEONILO P. BUAN  
DIRECTOR OF ENGINEERING  
PUREFOODS CORPORATION  
BO. SAN ROQUE, MARIKINA, RIZAL  
P.O. BOX 2695, MANILA

PUREFOODS IS A VERY LARGE CORPORATION WHICH IS ENGAGED  
IN THE MANUFACTURE OF A WIDE VARIETY OF MEAT PRODUCTS,  
PICKLES, JAMES, JELLIES AND OTHER RELATED PRODUCTS. THE  
COMPANY ALSO PROCESSES AND PACKS "HUNTS" FOOD PRODUCTS  
UNDER LICENSE FROM HUT-WESSON FOODS, INC. AND "SPAM"  
UNDER LICENSE FROM HORMEL INTERNATIONAL CORPORATION  
WHICH HAS ALSO 15 PERCENT EQUITY IN PUREFOODS. THE  
COMPANY RECENTLY EXTENDED ITS OPEATIONS TO CEBU WHICH  
WILL BE THE SITE OF MEAT PROCESSING, FISH CANNING, FRUIT  
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AND VEGETABLE PROCESSING PLANTS.

2. MR. FLORENTINO R. GENATO  
PRESIDENT  
GENATOR COMMERCIAL CORPORATION  
3005 H. SANTOS  
MAKATI, METRO MANILA

GENATO IS PRESENTLY PROCESSING MEAT LINES SUCH AS SAUSAGES, HOTDOGS, HAM, BACON, PORK AND BEANS, ETC. UNDER LOCAL BRANDS OF "ROYAL" AND "CORONA". THE COMPANY IS ALSO ENGAGED IN VEGETABLE PROCESSING SUCH AS PEAS AND TOMATO SAUCE.

3. DR. MICHAEL LAO TIAN BEN  
VICE-PRESIDENT, MANUFACTURING & PRODUCTS & SERVICES  
FOOD MASTERS, INC.  
127 H. LOZADA ST.  
SAN JUAN, METRO MANILA  
P.O. BOX 1009, MANILA

FOOD MASTERS IS LOCAL LICENSEE OF "SUNKIST" ORANGE CONCENTRATES AND FRUIT JUICE DRINKS IN TETRA PACKS AND IN BOTTLES. IT IS ALSO THE LINCENSEE OF QUALITY CHECKED DAIRY ASSOCIATION MILK AND CHOCOLATE DRINKS, BUT PRODUCTION OF THESE PRODUCTS WILL ONLY COMMENCE THIS YEAR. THE COMPANY IS PLANNING TO GO INTO FRUIT PROCESSING OF MANGOES, BANANAS, GUAVAS AND NECTAR.

4. MR. AUGUSTO S. MIRANDA  
PRESIDENT  
MIRCOR MARKETING CORPORATION  
1356 GEN. LUNA  
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ERMITA, MANILA

MIRCOR IS PRESENTLY AN EXPORTER OF MARINE PRODUCTS SUCH AS FROZEN OYSTERS AND SHRIMPS AND IS ENGAGED IN HAM MAKING. FIRM HAS PLANS TO GO INTO THE PROCESSING OF VEGETABLES AND FRUITS. IT HAS AN EXISTING TOMATO PLANT IN CEBU WHICH IT INTENDS TO PUT INTO OPERATION.  
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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** FOODS, INVESTORS, JOINT VENTURES, BUSINESS FIRMS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 14 mar 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Original Handling Restrictions:** n/a  
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**Review Event:**  
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**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3341853  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** FOOD COMPANIES - PHILIPPINES  
**TAGS:** EFIN, EINV, RP, US, PUREFOODS CORPORATION  
**To:** STATE  
**Type:** TE  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
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